

PRECISION MAKING

AND

CREATIVITY



# What is decision Making?

- “Making choices along alternative courses of action- which may also include inaction”



# Types of Decisions

- Programmed decisions
- Non-programmed decisions



# PROGRAMMED DECISIONS



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NON PROGRAMMED  
decisions







# 3 Categories for decisions

- STRATEGIC
- TACTICAL
- OPERATIONAL



FUNCTIONAL DECISION  
MAKING MODEL



IDENTIFY THE PROBLEM



ESTABLISH DECISION CRITERIA



) WEIGH decision criteri



4) generate alternatives



) evaluate the alternative



6) choose best alternative



7) implement decision



8) evaluate decision





# UNDETERMINED RATIONALITY MODEL







# Intuitive DECISION MAKING MODEL

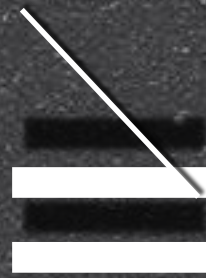




CREATIVITY



# CREATIVITY



# innovation



CREATIVE DECISION  
MAKING MODEL



# 1) Problem recognition



2) immersion



3) incubation



4) illumination



# 5) verification and application



